

PRESS RELEASE
Name: Nic Oliver
SAE Institute, Byron Bay
Tel: +61 (0)2 6639 6000
Email: nic@sae.edu

FOR IMMEDIATE RELEASE

12th December 2006



Official Launch of New SAE Institute Website www.sae.edu

--- SAE Institute, the world's largest digital media education provider launches a new, fully interactive and media-rich global website ---

SAE Institute has recently announced the launch of their new international website. The website features a diverse range of rich-media content including an extensive image gallery, sample academic documents and an impressive collection of student works from a selection of SAE locations and courses such as audio engineering, filmmaking, multimedia and animation.

The website was designed and developed by a team of multimedia professionals assembled from within the SAE group; the project was then coordinated by the world headquarters of SAE in Byron Bay, Australia.

A strong, dynamic backend driven by a range of databases ensure that the new SAE website will provide a powerful and fully customized CMS. Development of the website and the server technology behind it will continue over the coming months to provide a selection of server mirror locations and redundancy set-ups to ensure continual uptime and high speed browsing from any location in the world.

Check out www.sae.edu for full details. (ends 168 words)

Headquartered in Byron Bay, Australia, SAE Institute is the world's first and largest network of audio and multimedia education and training centers. SAE is affiliated with Middlesex University in England. The Institute operates over 50 campuses in 22 countries on four continents. SAE Institute is part of the SAE Technology Group, which also owns and operates Studios 301, Qantm College, Computer Graphics College and AMS Neve. Other company and product names may be trademarks of the respective companies with which they are associated.

For more information, contact SAE Institute Byron Bay, 373-391 Ewingsdale Road, Byron Bay, NSW 2481, Australia. Tel: +61 (02) 6639 6000; Web: www.sae.edu